

## MINUTES

### Health Information Technology and Transparency Advisory Board and Ad Hoc Expert Meeting

Transparency Standing Committee  
Georgia Tech Global Learning Center  
84 5<sup>th</sup> Street, N.W., Atlanta, GA 30308  
Room 318  
April 18, 2007  
3:45 p.m. – 5:00 p.m.

#### Member Attendance:

Marsha Burke	Monye Connolly	Chris Downing
Hon. Judson Hill	Laura Linn	Doug Moses
Dr. Louvenia A. Rainge	Sonya Smith	Dennis L. White
Russell Williams		

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The Transparency Committee Chair Chris Downing convened and brought the meeting to order at 3:45 p.m. The Chair turned the meeting over to Ms. Diane Manheim, *Transparency Project Manager*, with the Georgia Department of Community Health (DCH) to lead the committee in a discussion on ways to strategize to gain consumer input.

The following were questions possessed by DCH to the committee:

1. What is the overall, long-term vision of the Transparency Web site?
  - a. The overall, long-term vision of the Transparency Web sit is to have a site where consumers can explore services, cost and quality on healthcare. The Web site needs to be user-friendly and provide easily read and understood information for consumers based on their expressed need. The information provided on the site would have an ongoing feature, allowing consumers to provide feedback.
2. How do we engage the consumer? What type of consumers should be identified?
  - a. The committee brainstormed numbers of ways to engage the consumers and wanted to be able to focus on all age groups. The following is a list of organizations and/or groups that the committee is interested in engaging to identify a variety of consumers:
    - Georgia Chamber of Commerce
    - Insured and Uninsured consumers
    - American Association of Retired Persons (AARP)
    - American Automobile Association (AAA)
    - Mothers with school aged children

- Parent Teacher Association (PTA)
  - Teacher Unions
    - American Federation of School Administrative (AFSA)
    - American Federation of Teachers (AFT)
    - National Education Association (NEA)
  - Georgia Colleges and Universities
    - Albany State University
    - Atlanta Metropolitan College
    - Georgia Institute of Technology
    - Georgia Southern University
    - Georgia State University
    - Morehouse School of Medicine
  - Minority Communities
    - 100 Black Men of Atlanta
    - Georgia Hispanic Network (GHNet)
    - Georgia Minority Supplier Development Council (GMSDC)
  - Handicap / Disabled / Mobility
  - Large and Small Employer Perspectives
  - Georgia Statewide Healthcare Coalitions
    - Spring Creek Co.
    - Tanner
  - Volunteers
  - Georgia Regional Planning Commission
3. What categories of questions should be asked to the consumers?
- a. The committee would want to begin community based forums or focus groups to provide feedback starting in June. There are already various survey results from other organizations who have sought feedback. The committee would like to research some of the previous results and survey questions used with consumers and begin to develop a survey from there. CMS has completed evaluations from several federal sites and the information retrieved from these questionnaires will be provided to the committee by Ms. Manheim.

The Department could help to convene an ongoing set of consumers to provide regular input or convene a series of community forums across Georgia to provide feedback of what is the highest level of need for the Transparency Web site. Member of the Advisory Board Monye Connolly thought the committee should explore the pros and cons of having the same on-going set of consumers provide feedback. The committee suggested having students' participant in some of the consumer feedback study as well. In addition, the committee felt that surveying providers would be a great opportunity to see what they would like to see presented on the Web site. The committee thought that providing some

type of incentive to the consumers would also encourage them to continue providing feedback and participating in focus groups.

Ideas were given by the committee to the Department or included conducting a statewide telephone survey to confirm and augment previous findings. In addition, the committee thought of ways to gain feedback from consumers by developing a survey for those consumers that visit the DCH Web site. The committee further suggested placing computers in places where the consumer audience does not typically have access to the internet such as: Women, Infant and Children (WIC) Service Centers, Senior Citizen Centers, Nursing Homes, etc.

Ms. Joyce Reid, an in-room participant with the Georgia Hospital Association (GHA) was posed with the following question: What approach did GHA take to reach consumers when developing their Web site?

A. GHA conducted consumer “focus groups”. During these group sessions, consumers were able to voice their opinions on what they wanted to see on the site. Many consumers requested the capability to compare the information. GHA focused on what was currently available on other Web sites and what would ensure that the consumer would continue to utilize the site. Ms. Reid noted a new feature on the site allowing the consumer to provide feedback and pose questions. Listed below are some specific questions asked of consumers during the GHA focus groups:

- How do you currently find information for your healthcare decision making?
- What are the most important things that you want to know about your healthcare?
- What role does the Web play?
- What forms of technology do you currently use?
- What are some of the advantages and disadvantages of other Web sites that you currently or have used in the past?
- What do you think could be done to improve the GHA Web site?

Ms. Manheim opened up the discussion for the committee to brainstorm healthcare organizations that are already gaining input from other organizations and the committee might gain input from these organizations as well. Some of the organizations the committee brainstormed were the Chamber of Commerce of various counties such as Fulton, Dekalb, Columbus and Cobb. Other organizations the committee suggested coming into alliances with were educator groups, the Georgia Association of Health Underwriters (GAHU), Medical Association of Georgia (MAG), Area Health Education Centers (AHEC), the Division of Public Health and long-term care facilities. Member of the Advisory Board Dr. Jack Chapman suggested to the committee to also tap into the senior citizen communities by Medicaid to obtain feedback from these consumers about their input on healthcare transparency, particularly pharmacy and pricing. Chair

Downing suggested to the committee to inquire surveys with employers as well to see what they would be looking for in a healthcare transparency Web site.

Ad hoc expert substitute Dr. Don Campbell mentioned that the committee needs to view information on the Public Health Literature Web site so each committee members knows what can and cannot be viewed on the developing transparency site. The committee is going to need to investigate the copyright issues.

During day two of the work group retreat, the committee would like to request what the Health Information Exchange (HIE) Committee will be working on first so there is a common approach between the two committees. The committee will provide feedback to Ms. Manheim about the input from the brainstorming discussion.

The committee voted and agreed to have the word “subcommittee” changed to Technical Advisory Groups (TAG). Each TAG will need to provide Ms. Manheim with meeting dates and agenda for the next meeting to be held prior to the May Advisory Board meeting.

The Transparency Committee meeting was adjourned at 5:00 p.m.

THESE MINUTES ARE HEREBY APPROVED AND ADOPTED THE  
\_\_\_\_\_ DAY OF \_\_\_\_\_, 2007.

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Chris Downing, Committee Chairperson

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Laura Linn, Committee Secretary